

1 What is claimed is:

2
3 1. A shoe for determining a proper shoe size, comprising:

4 an outsole having a heel portion, a forward portion, a length, and a width;

5 a heel placement indicator positioned on the heel portion; and

6 a plurality of shoe size indicators located on at least a portion of the forward portion, each
7 of the plurality of shoe size indicators located a distance from the heel placement indicator along
8 the length of the outsole corresponding to a different shoe size and labeled with the
9 corresponding shoe size.

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11 2. The shoe of claim 1, wherein the heel placement indicator is positioned on the outsole
12 heel portion in alignment with proper placement of a heel inside the shoe.

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14 3. The shoe of claim 1, wherein each of the plurality of shoe size indicators further
15 comprises a line located across at least a portion of the width of the outsole forward portion.

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17 4. The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size
18 indicators are permanently integrated into the outsole.

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20 5. The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size
21 indicators are printed onto the outsole.

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23 6. The shoe of claim 1, wherein the shoe further comprises a size and the size of the shoe is
24 indicated on the shoe outsole.

Sub 3
2 The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size indicators are placed on each of a left shoe and a right shoe of a pair of shoes.

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4 8. The shoe of claim 1, further comprising a transparent material overlaying the outsole
5 wherein the heel placement indicator and the plurality of shoe size indicators can be seen through
6 the material.

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Sub 4
8 9. The shoe of claim 1, wherein the plurality of shoe size indicators comprises standard shoe
9 sizes for a particular age group.

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12 10. The shoe of claim 9, wherein the standard shoe sizes for a particular age group are
13 gender-specific.

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15 11. The shoe of claim 10, further comprising patterns having appeal to the age group and
16 gender that would typically wear the shoe sizes thereon.

17 12. A shoe for determining a proper shoe size, comprising:
18 an outsole having a heel portion, a forward portion, a length, and a width;
19 a heel placement indicator positioned on the heel portion in alignment with proper
20 placement of a heel inside the shoe; and
21 a plurality of shoe size indicator lines located across at least a portion of the width of the
22 forward portion, each of the plurality of shoe size indicator lines located a distance from the heel

1 placement indicator along the length of the outsole corresponding to a different shoe size and
2 labeled with the corresponding shoe size;

3 wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe
4 outsole;

5 wherein the heel placement indicator and the plurality of shoe size indicator lines are
6 placed on each of a left shoe and a right shoe of a pair of shoes;

7 wherein the shoe sizes corresponding to the plurality of shoe size indicator lines
8 comprises standard shoe sizes for a particular age group and gender; and

9 wherein the shoe further comprises patterns having appeal to the age group and gender
10 that would typically wear the shoe sizes thereon.

11
12 13. The shoe of claim 12, further comprising a transparent material overlaying the outsole
13 wherein the heel placement indicator and the plurality of shoe size indicator lines can be seen
14 through the material.

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16 14. A shoe size indication system for determining a proper shoe size for a person's foot,
17 comprising:

18 an outsole having a heel portion, a forward portion, a length, and a width;

19 a heel placement indicator positioned on the heel portion; and

20 a plurality of shoe size indicators located on at least a portion of the outsole forward
21 portion, each of the plurality of shoe size indicators located a distance from the heel placement
22 indicator along the length of the outsole corresponding to a different shoe size and labeled with
23 the corresponding shoe size;

1 wherein when the heel of the person's foot is aligned with the heel placement indicator
2 and the person's toes are positioned to overlap the plurality of shoe size indicators, the shoe size
3 indicator immediately beyond the end of the person's longest toe indicates the proper shoe size
4 for the person's foot.

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6 15. The shoe size indication system of claim 14, wherein the heel placement indicator is
7 positioned on the outsole heel portion in alignment with proper placement of the person's heel
8 inside the shoe.

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10 16. The shoe size indication system of claim 14, wherein each of the plurality of shoe size
11 indicators further comprises a line located across at least a portion of the width of the outsole
12 forward portion.

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14 17. The shoe size indication system of claim 14, wherein the heel placement indicator and the
15 plurality of shoe size indicators are permanently integrated into the outsole.

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17 18. The shoe size indication system of claim 14, wherein the heel placement indicator and the
18 plurality of shoe size indicators are printed onto the outsole.

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20 19. The shoe size indication system of claim 14, wherein the shoe further comprises a size
21 and the size of the shoe is indicated on the shoe outsole.

1 20. The shoe size indication system of claim 14, wherein the heel placement indicator and the
2 plurality of shoe size indicators are placed on each of a left shoe and a right shoe of a pair of
3 shoes.

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5 21. The shoe size indication system of claim 14, further comprising a transparent material
6 overlaying the outsole wherein the heel placement indicator and the plurality of shoe size
7 indicators can be seen through the material.

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9 *Sub 22* 22. The shoe size indication system of claim 14, wherein the plurality of shoe size indicators
10 comprises standard shoe sizes for a particular age group.

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12 23. The shoe size indication system of claim 22, wherein the standard shoe sizes for a
13 particular age group are gender-specific.

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15 24. The shoe size indication system of claim 23, further comprising patterns having appeal to
16 the age group and gender that would typically wear the shoe sizes thereon.

17
18 25. A shoe size indication system for determining a proper shoe size for a person's foot,
19 comprising:

20 an outsole having a heel portion, a forward portion, a length, and a width;

21 a heel placement indicator positioned on the heel portion in alignment with proper

22 placement of a heel inside the shoe; and

1 a plurality of shoe size indicator lines located across at least a portion of the width of the
2 forward portion, each of the plurality of shoe size indicator lines located a distance from the heel
3 placement indicator along the length of the outsole corresponding to a different shoe size and
4 labeled with the corresponding shoe size;

5 wherein when the heel of the person's foot is aligned with the heel placement indicator
6 and the person's toes are positioned to overlap the plurality of shoe size indicators, the shoe size
7 indicator immediately beyond the end of the person's longest toe indicates the proper shoe size
8 for the person's foot;

9 wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe
10 outsole;

11 wherein the heel placement indicator and the plurality of shoe size indicator lines are
12 placed on each of a left shoe and a right shoe of a pair of shoes;

13 wherein the shoe sizes corresponding to the plurality of shoe size indicator lines
14 comprises standard shoe sizes for a particular age group and gender; and

15 wherein the shoe further comprises patterns having appeal to the age group and gender
16 that would typically wear the shoe sizes thereon.

17
18 26. The shoe size indication system of claim 25, further comprising a transparent material
19 overlaying the outsole wherein the heel placement indicator and the plurality of shoe size
20 indicator lines can be seen through the material.

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22 27. A method for determining a proper shoe size for a person's foot, the person's foot having
23 a heel with a rear margin and toes with a forward margin, comprising:

1 providing a shoe comprising an outsole having a heel portion, a forward portion, a length,
2 and a width, a heel placement indicator positioned on the heel portion, and a plurality of shoe
3 size indicators located on at least a portion of the outsole forward portion, each of the plurality of
4 shoe size indicators located a distance from the heel placement indicator along the length of the
5 outsole corresponding to a different shoe size and labeled with the corresponding shoe size;

6 aligning the rear margin of the person's heel with the heel placement indicator;

7 positioning the person's toes to overlap the plurality of shoe size indicators; and

8 observing the location of the forward margin of the person's toes on the plurality of shoe
9 size indicators;

10 wherein the shoe size indicator immediately beyond the end of the forward margin of the
11 person's toes indicates the proper shoe size for the person's foot.

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13 28. The method for determining a proper size shoe for a person's foot of claim 27, wherein
14 the heel placement indicator is positioned on the outsole heel portion in alignment with proper
15 placement of the person's heel inside the shoe.

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17 29. The method for determining a proper size shoe for a person's foot of claim 27, wherein
18 each of the plurality of shoe size indicators further comprises a line located across at least a
19 portion of the width of the outsole forward portion.

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21 30. The method for determining a proper size shoe for a person's foot of claim 27, wherein
22 the shoe further comprises a size and the size of the shoe is indicated on the shoe outsole.

1 31. The method for determining a proper size shoe for a person's foot of claim 27, further
2 comprising a transparent material overlaying the outsole wherein the heel placement indicator
3 and the plurality of shoe size indicators can be seen through the material.

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5 *Sub 29* 32. The method for determining a proper size shoe for a person's foot of claim 27, wherein
6 the plurality of shoe size indicators comprises standard shoe sizes for a particular age group.

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8 33. The method for determining a proper size shoe for a person's foot of claim 32, wherein
9 the standard shoe sizes for a particular age group are gender-specific.

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11 34. A method for determining a proper shoe size for a person's foot, the person's foot having
12 a heel with a rear margin and toes with a forward margin, comprising:

13 providing a shoe comprising an outsole having a heel portion, a forward portion, a length,
14 and a width, a heel placement indicator positioned on the heel portion in alignment with proper
15 placement of the person's heel inside the shoe, and a plurality of shoe size indicator lines located
16 on at least a portion of the outsole forward portion, each of the plurality of shoe size indicator
17 lines located a distance from the heel placement indicator along the length of the outsole
18 corresponding to a different shoe size and labeled with the corresponding shoe size, the shoe
19 sizes corresponding to the plurality of shoe size indicator lines further comprising standard shoe
20 sizes for a particular age group and gender, the shoe further comprising a size and the size of the
21 shoe indicated on the shoe outsole;

22 aligning the rear margin of the person's heel with the heel placement indicator;

23 positioning the person's toes to overlap the plurality of shoe size indicators; and

observing the location of the forward margin of the person's toes on the plurality of shoe
size indicators;
wherein the shoe size indicator immediately beyond the end of the forward margin of the
person's toes indicates the proper shoe size for the person's foot.